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## A new study of conversational commerce in thai urban office employees (Conference Paper)

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### Abstract

Conversational commerce has become an emerging global marketing communication trend in the past few years. Recent studies suggested some beneficial aspects of conversational commerce in customer satisfaction, while some claimed different areas that conventional (traditional) commerce still excels in. Therefore, this research examined and compared conversational commerce with conventional commerce in terms of customer satisfaction towards Thai urban office employees, which helped to determine areas of improvement for conversational commerce sellers. Accordingly, a convenient sampling quantitative and qualitative surveys were conducted with the sample size of 50 (n = 50), on Thai office employees aged 22–60 years. Nine different customer satisfaction factors and commentary session were employed to determine the effectiveness and winner of each commerce type via vertically designed ordinal Likert Scales. Mode scores were utilised as an average comparison tool for customer satisfaction of both commerces. Results suggested that the two commerces rate competitively in terms of customer satisfaction, with the Likert level of 4 (satisfied) in all factors. However, they excelled in different aspects. Accordingly, conversational commerce rates higher in terms of product cost, keeping customers in touch, and product/brand image, while conventional commerce rated higher in terms of meeting customer needs, point-of-purchase condition, and delivery time. Although both commerces rated close in terms of seller credibility and product expectancy, conventional commerce tended to be more preferred in customers' minds. Additionally, the areas of chatbot and cryptocurrency are briefly discussed as a forthcoming conversational commerce trend. © Springer Nature Switzerland AG 2018.

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